

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 01775 011504Z

51

ACTION EB-11

INFO OCT-01 AF-05 ARA-10 EUR-06 EA-07 NEA-05 ISO-00 RSC-01

DRC-01 /047 W

----- 081772

R 282231Z FEB 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1541

AMCONSUL CALI

AMCONSUL MEDELLIN

AMEMBASSY CANBERRA

AMEMBASSY THE HAGUE

AMEMBASSY KINSHASA

AMEMBASSY TEHRAN

UNCLAS BOGOTA 1775

E O 11652 NA

TAGS BEXP, CO

SUBJ: COUNTRY COMMERCIAL PROGRAM (CCP) - FY74 SECOND QUARTER EVAL

REF STATE 17976 BOGOTA 9572

1. SUMMARY. IN SECOND QTR FY74 CCP TASK FORCE CONCENTRATED ON COMPLETING INITIATIVES OF FIRST QTR, SUCH AS ESTABLISHMENT OF MARKET ANALYSIS UNIT (MAU), DETERMINING FEASIBILITY FOR PARTICIPATION IN BOGOTA INTERNATIONAL FAIR FOR FIRST TIME AND WINNING SALES CONTRACTS FOR SPECIFIED LARGE PROJECTS. US MISSION ALSO UNDERTOOK OR APPROVED NEW INITIATIVES, SUCH AS MEDELLIN CONSULATE'S COMMERCIAL SUB PROGRAM AND CALI CONSULATE'S UPGRADING COMMERCIAL ACTIVITIES. MAIN SUCCESS DURING QTR WAS ACHIEVEMENT OF OBJECTIVE NO 2.24, WHEN NORTHROP-PAGE WON US\$6 MILLION TENDER FOR AERONAUTICAL COMMUNICATIONS EQUIPMENT. CCP TASK FORCE HELD 2 MEETINGS. CCP CONTINUED AS TOPIC OF DISCUSSION AT WEEKLY MEETINGS OF FULL COUNTRY TEAM. CCP GOALS AND OBJECTIVES REMAIN VALID. END SUMMARY.

2. FOLLOWING FIGURES SHOW COMPARISON OF ROUTINE OUTPUT (UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01775 011504Z

CLUDES CALI, MEDELLIN) IN SELECTED ACTIVITIES FOR SECOND QTRS

FY73 AND 74 RESPECTIVELY.

OCT-DEC	OCT-DEC		
	1972	1973	
PUBLIC TENDERS			
SUBMITTED	14	39	
PRIVATE TRADE OPS.			
SUBMITTED	12	1	
ADS'S SUBMITTED	24	29	
WTDR'S	227	100	

DECLINE IN WTDR'S RESULTED FROM UNUSUAL ONE TIME SITUATION IN EARLIER PERIOD WHEN SUBMISSION OF WTDR'S WAS UNNATURALLY HIGH. EMB HAD BEEN ASKED TO SUBMIT ALL PENDING REPORTS PRIOR TO DEC 31/72 PREPARATORY TO INTRODUCING NEW TELEGRAPHIC SYSTEM. REGARDING PRIVATE TRADE OPS, EMB IS NOT RPT NOT SATISFIED WITH ITS PERFORMANCE DURING SECOND QTR AND HAS TAKEN STRONG REMEDIAL MEASURES INCLUDING WIDESPREAD PUBLICITY ABOUT THIS SERVICE TO MAKE BETTER SHOWING IN THIRD QTR. INCREASE IN PRIVATE TRADE OPPORTUNITIES IS ALSO PRIORITY GOAL OF NEW MARKET ANALYSIS UNIT (MAU) IN THIRD QTR FY74.

3. REGARDING MAU, THE NEW UNIT SURVIVED DIFFICULT BUDGET SITUATION OF SECOND QTR IN WHICH EMPLOYMENT OF THREE PROFESSIONAL MARKET RESEARCHERS WAS POSTPONED INDEFINITELY. SEE BOGOTA 1713. ONE FSO6 AND ONE FSL6 SECRETARY IN MAU PREPARED FULL SCALE MARKET STUDY ON PRINTING AND GRAPHIC ARTS, MADE MAJOR INPUT TO U S PAVILION PROCUREMENT, PREPARED OPIC FEASIBILITY STUDY AND CONTRIBUTED TO OVERALL OPERATIONS COMMERCIAL BRANCH. MAU WAS ESPECIALLY USEFUL IN PREPARATIONS FOR, AND CONTROL OF, PGA SEMINAR AND TRADE MISSION AS CULMINATION OF MARKET STUDY.

4. COMMERCIAL STAFF, THROUGH CONCERTED PROMOTIONAL CAMPAIGN, DEVELOPED SUFFICIENT LOCAL BUSINESS INTEREST TO JUSTIFY USG PARTICIPATION IN TENTH INTERNATIONAL FAIR OF BOGOTA JULY 13-28 74. PROMOTIONAL EFFORTS RESULTED IN CURRENT ENCOURAGING SITUATION UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01775 011504Z

IN WHICH EMB HAS SIGNED UP FORTY PARTICIPATING FIRMS (CHECKS IN HAND) AND HAS APPROACHED FAIR AUTHORITIES FOR SECOND TIME SEEKING EXPANSION OF SPACE.

5. WINNING IN PART OF OBJECTIVE 2.24 WAS ALSO ENCOURAGING. NORTHROP-PAGE SALE OF US\$6 MILLION IN AERONAUTICAL COMMUNICATIONS EQUIPMENT WAS RESULT PREVIOUS USG EFFORTS OBTAIN RECONSIDERATION OF CONTROVERSIAL SALE TO BRITISH.

6. TWO OTHER IMPORTANT DEVELOPMENTS IN SECOND QTR CONTRIBUTED TO SUCCESS CCP. THESE WERE INCREASINGLY VIGOROUS SUPPORT BY CONSULATES AND SIGNIFICANT INTEGRATION OF USIS IN EXPORT-PROMOTIONAL EFFORT.

A. MEDELLIN CONTRIBUTED MAJOR INITIATIVE THRU ITS SUB PROGRAM FOR CONSTITUENT POST DESCRIBED MEDELLIN A28 NOV 27/73. BRANCH PAO AT MEDELLIN PLACED MATERIAL IN WIDELY READ ECONOMIC PAGE OF MEDELLIN'S EL COLOMBIANO NEWSPAPER CONCERNING GREENVILLE TEXTILE MACHINERY EXPOSITION. THIS DOUBTLESS CONTRIBUTED TO HEAVY ATTENDANCE OF 90 MEDELLIN AND 7 BARRANQUILLA INDUSTRIALISTS AT EXPOSITION AS RECORDED IN REGISTRY AUDIT. EMB DISTRIBUTED EXPOSITION PAMPHLETS AND PLACED ARTICLE IN COMMERCIAL NEWSLETTER RESULTING IN ATTENDANCE 43 BOGOTA BUSINESSMEN.

B. IN CALI, CONSUL UNDERTOOK TO ESTABLISH CLOSER TIES WITH LOCAL CHAPTER, COLOMBIAN-AMERICAN CHAMBER COMMERCE BY EXERCISING STATUTORY PRIVILEGE AS EX-OFFICIO MEMBER TO ATTEND CHAMBER'S MONTHLY BOARD MEETINGS. CONSULATE ALSO INCREASED LIAISON WITH CHAMBER BY ARRANGING THAT EMB COMMERCIAL NEWSLETTER BE DISTRIBUTED BY CHAMBER IN CALI AREA. AFTER VISIT BY COMATT AT INVITATION CONSUL, POST REDIRECTED ITS APPROACH TO COMMERCIAL ACTIVITIES TO PROVIDE MAXIMUM ALLOCATION OF TIME FOR SUPPORT OF COMMERCIAL PROGRAM.

C. BOTH CONSULATES REQUESTED GREATER COVERAGE THEIR ACTIVITIES IN EMB COMMERCIAL NEWSLETTER, AND EMB EFFECTED. THEY ALSO SUGGESTED THAT MAU BEGIN COMPILATION OF BLUE-RIBBON IMPORTERS LIST CUTTING ACROSS ALL PRODUCTS CATEGORIES, TO BE FOLLOWED BY SYSTEMATIC SYSTEM OF PERSONAL CALLS BY EMB AND CONSULATE OFFICERS. LIST UNDERWAY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01775 011504Z

D. REGARDING USIS SUPPORT, WHICH ALSO EXEMPLARY, PAO DIRECTED ALL USIS OFFICERS GIVE PRIORITY ATTENTION EXPORT PROGRAM. USIS DEVELOPED EXCELLENT MEDIA COVERAGE FOR TWO TRADE MISSIONS DURING QUARTER (INDIANA IOGA, PRINTING AND GRAPHIC ARTS) AND PAO READILY AGREED TO PARTICIPATE IN ACTION PROGRAM FOR WINNING AWARD TUMACO REFINERY (SEE SEPTTEL). USIS HAS ALSO BEEN HELPFUL TO COMMERCIAL STAFF IN ORGANIZING U S PAVILION. EFFORTS HAVE GONE BEYOND ASSISTANCE WITH MEDIA AND HAVE INCLUDED DECISION TO MOUNT USIS QUOTE TREASURES IN SPACE UNQUOTE CENTERPIECE IN PAVILION AND PROVIDE SUPPORT FOR PRINTING SOME U S PAVILION MATERIALS.

7. VALIDITY OF CCP GOALS AND QUANTIFIED OBJECTIVES REMAIN VALID. EXCEPTION IS THAT OUR EXPECTATIONS FOR US PAVILION IN JULY 74 BOGOTA FAIR ARE NOW HIGHER. WHITE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BOGOTA01775
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974024/aaaaaczp.tel
Line Count: 169
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 17976 BOGOTA 9572
Review Action: RELEASED, APPROVED
Review Authority: WorrelSW
Review Comment: n/a
Review Content Flags:
Review Date: 25 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 FEB 2002 by elbezefj>; APPROVED <03 DEC 2002 by WorrelSW>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM (CCP) - FY74 SECOND QUARTER EVAL
TAGS: BEXP, CO, CCP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005